

AN OPEN-ENDED SERIES FROM
EMU DESIGN STUDIO

Short Stories



Allscripts



ABOUT THIS SERIES

Each issue of the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

Allscripts realized they needed help with extending their basic brand elements to encompass the full array of their corporate and product collateral, so they approached Emu to create a consistent identity and a solid industry presence across the board.

We began by developing a set of flexible identity elements that were powerful, memorable, and kinetic. We then applied these new visual elements to materials including product brochures, trade ads, sales collateral, case studies, presentation materials, tradeshow materials, and the corporate website.

Since implementing the new identity elements, Allscripts has developed a strong industry presence and continues to accrue visual equity under the new brand directive. Allscripts plans to work with Emu in an ongoing effort to strengthen and evolve the brand as they move forward.




ALLSCRIPTS
Inform. Connect. Transform.

Accelerating change in healthcare.

Allscripts delivers award-winning clinical information solutions that are an indispensable part of the way physicians practice medicine. Solutions that make the practice of medicine less demanding, more seamless, and more rewarding.

Our clinical solutions **Inform** physicians by delivering just right, just-in-time information,™ **Connect** physicians to each other and to the entire community of care, and **Transform** healthcare, making what some call impossible...possible.

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trade advertisement



TouchWorks[®] Electronic Health Record & Practice Management Solution



TouchWorks[®]: The Total Solution for Clinical and Financial Automation

When you invest in an Electronic Health Record (EHR) or Practice Management (PM) system, you are buying more than software. In essence, you're forming a partnership and trusting that your partner will deliver. At Allscripts, we believe that information solutions should enable physicians and administrators to become more effective – not get in their way. That's why more than 30,000 physicians at over 3,500 clinics nationwide have made Allscripts their partner for transforming healthcare in their community.

TouchWorks[®] is a single EHR/PM solution that provides unparalleled performance. With a robust feature set, easy-to-learn user interface, wide-ranging connectivity and exclusive physician and patient-focused content, this complete solution delivers on both sides of the clinical and business equation.

CLINICAL EXCELLENCE

- ▶ Streamlined patient documentation
- ▶ Automated lab, prescription and procedure orders
- ▶ Context-sensitive decision support of the point of care, including over 1,000 pre-loaded templates
- ▶ Health maintenance plans complete with clinical guidelines
- ▶ Customizable content that adapts to your practice patterns



ADMINISTRATIVE POWER

- ▶ Advanced billing and revenue cycle management capabilities
- ▶ Digital Dashboard for customizing real-time data
- ▶ Drill-down reporting
- ▶ "One-Step" account management
- ▶ Advanced scheduling features
- ▶ Natively embedded code scrubbing



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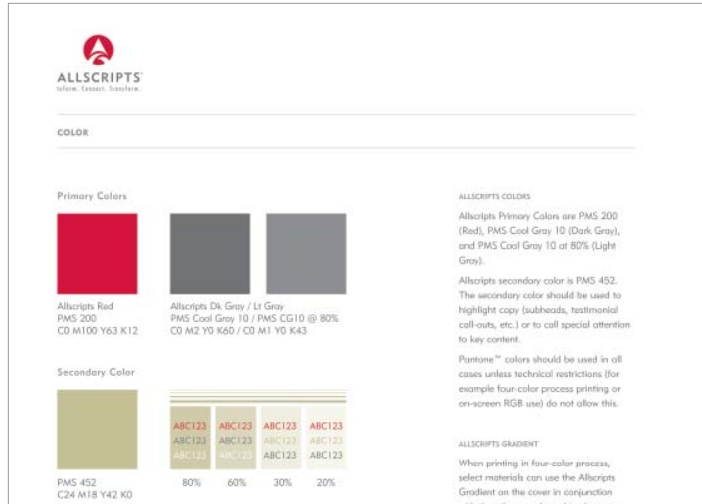
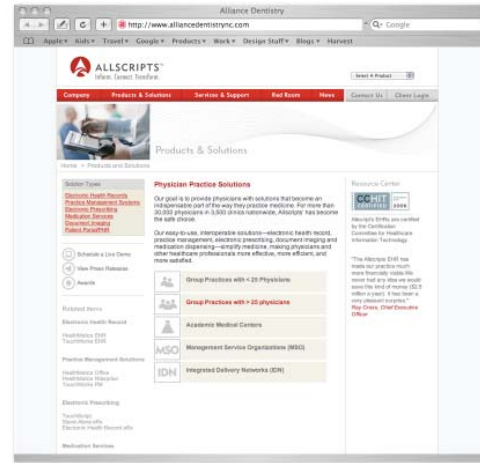
product sheet detail



product sheet series



product brochure



website (top) & brandbook (bottom)



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about emu

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

our capabilities

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

client experience

Allergan, Alliance Dentistry, Allscripts, Boise Cascade, Comcast, Discover Financial Services, GlaxoSmithKline, Kraft Foods, Yorke Printe Shoppe, Zarb Consulting.